



## Massachusetts State Exposition Building

Eastern States Exposition  
West Springfield, Massachusetts

### Contact

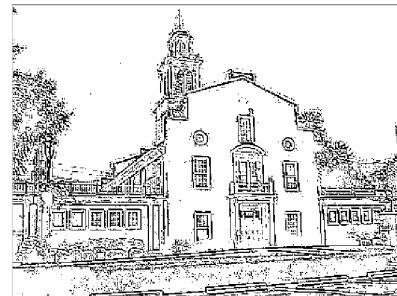
Massachusetts Department of Agricultural Resources

251 Causeway Street, Suite 500

Boston, Massachusetts 02114

Mary Jordan, Building Management (617) 626-1750

Richard leBlanc, Building Management (617) 626-1759



### TO DISPLAY IN THE MASSACHUSETTS BUILDING

#### 2008 VENDOR/ EXHIBITOR BOOTH INFORMATION AND APPLICATION

The Massachusetts Department of Agricultural Resources (MDAR) invites Massachusetts organizations and businesses ("applicants") to apply as a vendor or an exhibitor for the purpose of showcasing Massachusetts agriculture, commerce, food or tourism through informational, educational, promotional and retail exhibits in the Massachusetts Building at the Eastern States Exposition located in West Springfield, Massachusetts. The dates for the 2008 edition of the Big E are September 12 through September 28, 2008.

A fully completed 2008 application will be accepted until 4:00 PM on Monday, April 14, 2008. **Eight copies must accompany the original application (9 total: faxes will not be accepted).** Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and approval by the Massachusetts Department of Agricultural Resources. New applicants (excluding recent previous exhibitors/vendors) will need to attend New Applicant Presentation Day slated for Thursday, May 1, 2008

Completed applications and a **\$100 deposit (excluding government agencies) to be made payable to the Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund.** The deposit will be **refundable to applicants who are not selected to exhibit.** Please mail to the following address:

Mary Jordan, Building Manager, Massachusetts State Exposition Building

Massachusetts Department of Agricultural Resources

251 Causeway Street, Suite 500

Boston, MA 02114

phone: (617) 626-1750

email: mary.jordan@state.ma.us

### *Calendar of Activities (Subject to Change with Notification)*

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|---|--|
| 1. Application available:   | December, 2008   |
| 2. Deadline for Applications:   | Monday, April, 14, 2008 at 4 PM  |
| 3. New Applicant Presentation Day:  | Thursday, May 1, 2008, 10 AM to 12 M<br>Massachusetts Building, West Springfield   |
| 4. Announcement of 2008 Massachusetts Building Exhibitors:                  | Friday, June 6, 2008   |
| 5. Massachusetts Building Exhibitor Meeting:                                | Thursday, July 17, 2008 10 AM<br>Massachusetts Building, West Springfield  |
| 6. Building Exhibitors contracts finalized and submitted to the Department: | Friday, August 15, 2008  |
| 7. MA Building Opened for Set-Up:   | Beginning Monday, August 25, 2008<br>Weekdays: Monday – Friday, 8 AM – 4 PM (closed Labor Day, September 1)<br>Weekend: September 6 & 7 BY APPOINTMENT ONLY, 8 AM – 4 PM |
| 8. Opening Day:   | Friday, September 14, 2006, 10AM – 9PM   |
| 9. Big E fair days  | Building Open 10AM-9PM   |
| 10. Closing Day   | Sunday, September 28, 2008   |
| 11. Clean-up Day  | Monday, September 29, 2008   |

**TO DISPLAY IN THE MASSACHUSETTS STATE EXPOSITION BUILDING**  
**APPLICATION FORM FOR 2008**

**PLEASE NOTE: New applicants MUST contact the Building Manager to schedule a pre-application meeting and tour of the Massachusetts State Exposition Building.**

Name of Applicant: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Complete Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business/Tax #: \_\_\_\_\_ or Tax Exempt # \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web URL: \_\_\_\_\_

**I. Applicant Details (see 2008 Guidelines for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts)**

Category: (please circle one)

- a. Exhibitor                      Vendor
- b. New Applicant:      Yes              No
- c. If eligible, would you be interested in a Multi-Year Agreement?      Yes      No

**II. Square feet requested (100 ft<sup>2</sup> minimum) \_\_\_\_\_**

**III. Please indicate the utilities and amenities that your exhibit will require:**

\_\_\_\_\_ Water

\_\_\_\_\_ Plumbing

\_\_\_\_\_ Electricity      \_\_\_\_\_ approximate # of amps      \_\_\_\_\_ # of outlets

\_\_\_\_\_ Telecommunications (phone hook-up optional and at your own expense)

\_\_\_\_\_ Wireless internet (may be cost associated with usage)

\_\_\_\_\_ Refrigeration and approximate square feet (at your own expense)\*

\_\_\_\_\_ Storage and approximate square feet (may be a cost associated with usage)\*

**\*If you request these services and your application is accepted, you will be required to participate in a subcommittee pertaining to refrigeration needs and/ or a subcommittee pertaining to storage needs.**

#### IV. Display, exhibit and/or kiosk details:

**IMPORTANT: As you address each following section, if applicable please include any course of action that is referenced in the application cover letter.**

- a. Please describe the product(s), services and/or informational materials that you plan to distribute and/or sell while exhibiting in the Massachusetts State Building. (Use additional paper if necessary).

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- b. Please describe the educational opportunity that you will provide visitors to the Massachusetts State Building during the Big E. You should also describe the intended “message” of your display and how you intend to convey that message (Use additional paper if necessary)

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- c. Please describe the signage that you intend to use for your exhibit. Include dimensional information, fabrication material and proposed verbiage you may also include drawings and/or photos of signage if available. (Please note that any signage must be pre-approved by the Building Manager) (Use additional paper if necessary)

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- d. Please describe your exhibit. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Please also attach a drawing, schematic and/or photograph of your exhibit.

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- e. Briefly describe the construction, installation and/or placement of your exhibit. Include details about construction material and equipment/tools that will be used. (Please note that unless authorized by the Building Manager, exhibitor constructed displays must be removed at the close of the Big E). \_\_\_\_\_

\_\_\_\_\_

- f. If applicable, please address any course of action and/ or action plan addressed in application cover letter that has not been covered in questions "A – E". (Use additional paper if necessary).\_\_\_\_\_

\_\_\_\_\_

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I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the Massachusetts Building Advisory Committee and the Department of Agricultural Resources will be based upon the content of this application. I understand any proposed changes to this application after submission to the Department are subject to review before being approved.

Applicant agrees to the above statement and to all provisions in the "2008 Guidelines for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts" and "2008 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts".

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business/Company Name: \_\_\_\_\_

**Date:** \_\_\_\_\_

For use by MA Building Advisory Committee and MA Department of Agricultural Resources

## **Rating of Application**

\_\_\_\_\_ High

\_\_\_\_\_ Medium

\_\_\_\_\_ Low

Comments:

Final Recommendation:

